

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1-212 (CANCELED).

213 (CURRENTLY AMENDED). A method comprising:

receiving from at least one of multiple broadcasters broadcast schedule information identifying when broadcast ~~information~~ data need to be transmitted over specific broadcast channels at predetermined times from the at least one of multiple broadcasters to an end user;

analyzing the received broadcast schedule information and, based upon the analysis, identifying supplemental digital data to be provided to a broadcaster from among the at least one of the multiple broadcasters, the supplemental digital data being correlated to broadcast data such that both can concurrently be provided by the broadcaster; and

providing the supplemental digital data to the broadcaster prior to the predetermined time for broadcast of the broadcast data as specified in the broadcast schedule information so that the broadcaster can concurrently broadcast both the broadcast data and the correlated supplemental digital data to the end user at the predetermined time as part of an in-band, on-channel transmission.

214 (PREVIOUSLY PRESENTED). The method of claim 213, wherein the multiple broadcasters comprise a plurality of radio stations.

215 (PREVIOUSLY PRESENTED). The method of claim 213, wherein the receiving further comprises receiving the schedule information via an Internet gateway.

216 (PREVIOUSLY PRESENTED). The method of claim 213, wherein the providing further comprises transferring the supplemental digital data to the broadcaster via an Internet gateway.

217 (PREVIOUSLY PRESENTED). The method of claim 213, wherein the broadcast data comprises an audio track.

218 (PREVIOUSLY PRESENTED). The method of claim 213, wherein the supplemental digital data comprises content that is unrelated to content of the broadcast data.

219 (PREVIOUSLY PRESENTED). The method of claim 213, wherein the supplemental digital data comprises multiple multimedia presentations that can be simultaneously broadcast by a broadcaster.

220 (PREVIOUSLY PRESENTED). The method of claim 213, wherein the analyzing is based upon at least one of: a type of the scheduled broadcast data, a time for broadcast of the broadcast data, a broadcaster geographic location, a broadcast program in which the broadcast data is presented, or listener demographic information.

221 (CURRENTLY AMENDED). A method comprising:

receiving from at least one of multiple broadcasters broadcast schedule information identifying when broadcast information data need to be transmitted over specific broadcast channels at predetermined times from the at least one of multiple broadcasters to an end user;

analyzing the received broadcast schedule information and, based upon the analysis, identifying supplemental digital data to be provided to a broadcaster from among the at least one of the multiple broadcasters, the supplemental digital data being correlated to the broadcast data such that both can concurrently be provided by the broadcaster; and

providing the supplemental digital data to the broadcaster prior to the predetermined time for broadcast of the broadcast data as specified in the broadcast schedule information so that the broadcaster can concurrently broadcast both the broadcast data and the correlated supplemental digital data to the end user at the predetermined time as part of a digital information waveform encapsulated in a series of RF sub-carriers.

222 (PREVIOUSLY PRESENTED). The method of claim 22I, wherein the multiple broadcasters comprise a plurality of radio stations.

223 (PREVIOUSLY PRESENTED). The method of claim 22I, wherein the receiving further comprises receiving the schedule information via an Internet gateway.

224 (PREVIOUSLY PRESENTED). The method of claim 22I, wherein the providing further comprises transferring the supplemental digital data to the broadcaster via an Internet gateway.

225 (PREVIOUSLY PRESENTED). The method of claim 22I, wherein the broadcast data comprises an audio track.

226 (PREVIOUSLY PRESENTED). The method of claim 22I, wherein the supplemental digital data comprises content that is unrelated to content of the broadcast data.

227 (PREVIOUSLY PRESENTED). The method of claim 22I, wherein the supplemental digital data comprises multiple multimedia presentations that can be simultaneously broadcast by a broadcaster.

228 (PREVIOUSLY PRESENTED). The method of claim 22I, wherein the analyzing is based upon at least one of: a type of the scheduled broadcast data, a time for broadcast of the broadcast

data, a broadcaster geographic location, a broadcast program in which the broadcast data is presented, or listener demographic information.